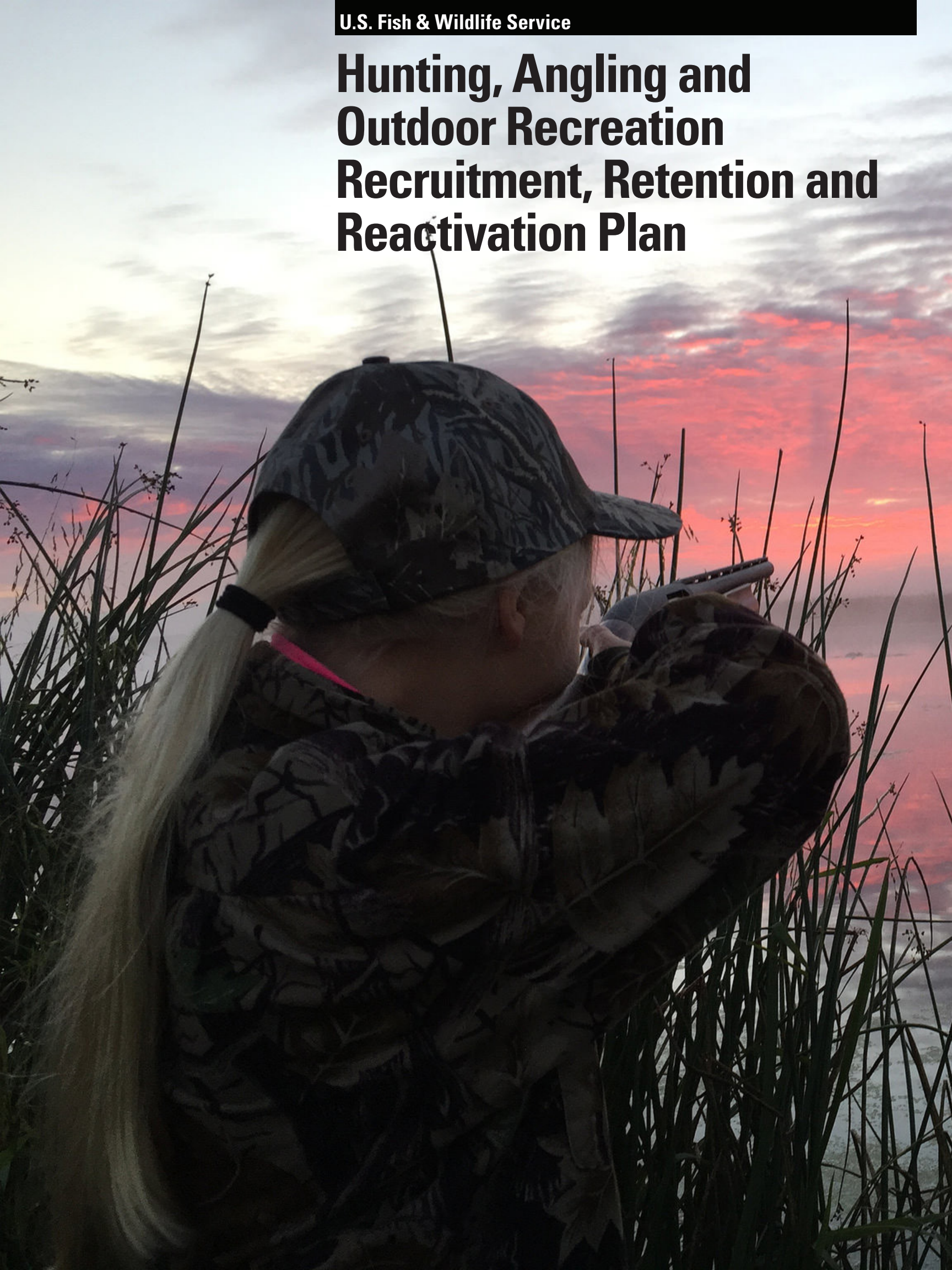


Hunting, Angling and Outdoor Recreation Recruitment, Retention and Reactivation Plan



Hunting, Angling and Outdoor Recreation Recruitment, Retention and Reactivation Plan

U.S. Fish and Wildlife Service, Midwest Region

TABLE OF CONTENTS

EXECUTIVE SUMMARY	1
INTRODUCTION	2
Purpose	2
Background	2
Our Role	2
VISION STATEMENT	4
Goals and Actions	4
APPENDICES	6
APPENDIX A: Midwest Region Outdoor Access Initiative	6
APPENDIX B: Bibliography	7
APPENDIX C: Midwest state R3 coordinators contact list	8
APPENDIX D: Midwest Region Native American Liaisons	9
APPENDIX E: Service R3 examples	10
APPENDIX F: Opportunities to support partner R3 efforts	11

EXECUTIVE SUMMARY

The steady decline in hunting, fishing and outdoor recreation in America has serious implications for the success of future conservation work in our country. Sportsmen and women recognize that there is a critical need for sustainable public land access, wildlife restoration and natural resource management to keep these outdoor traditions alive. Their voices were heard by our leadership. Department of the Interior Secretary Ryan Zinke subsequently signed Secretarial Orders (S.O.) [3347](#), [3356](#), [3365](#) and [3366](#) to reinvigorate the Department of the Interior's conservation stewardship efforts related to hunting, fishing and other types of outdoor recreation.

In response, U.S. Fish and Wildlife Service Midwest Region leadership launched the Midwest Region Outdoor Access Initiative. Team members from the Outdoor Access Initiative have developed this plan, which outlines three goals to identify, coordinate and align Midwest Region resources with states, tribes, nongovernmental organizations and other partner efforts to safeguard and grow the country's hunting, fishing and outdoor recreation community. This plan provides a vision for the Midwest Region and empowers employees to support and participate in recruitment, retention and reactivation (R3) efforts.

Approved by Acting Midwest Regional Director Charlie Wooley on December 12, 2018.

INTRODUCTION

Purpose

The purpose of this plan is to provide guidance for Midwest Region employees to support conservation partner outdoor recreation R3 efforts.

Background

Outdoor recreation supports the conservation mission of the U.S. Fish and Wildlife Service (Service) by engaging people in outdoor experiences, fostering a conservation ethic and providing revenues for conservation partners. Many outdoor recreationists engage in wildlife and fisheries dependent activities including, but not limited to, hunting, fishing, wildlife observation, photography, education and interpretation. These activities support our mission to enhance fish, wildlife, plants and their habitats for the benefit of the American people. This plan clarifies the Midwest Region's role in partner led efforts to recruit, retain and reactivate participants in outdoor recreation activities. These efforts are jointly referred to as "R3":

- **Recruitment** activities generate awareness and interest in an activity, as well as provide opportunities for people to try an activity;
- **Retention** activities provide the support necessary for novice recreationists to build their skills until they are able to participate independently;
- **Reactivation** activities help lapsed recreationists become active participants.

Today, R3 efforts are evolving and expanding by applying research findings on outdoor recreation participation. The process of becoming an outdoor recreation participant is outlined in the Outdoor Recreation Adoption Model. We use this model to identify how we can support outdoor recreation opportunities, access and education in a way that identifies targeted populations and barriers to participation. The Service has provided education and opportunities for many types of outdoor recreation but participants may not know how to bridge the gap between introductory experiences and independent participation. Examples of barriers to participation include cost of equipment, opportunities to refine necessary skills, and access to places to recreate. True R3 efforts focus on the needs of participants and the process required to ensure their adoption of, and continued participation in, a new outdoor activity.

National R3 efforts are coordinated by the Council for the Advancement of Hunting and Shooting Sports (CAHSS) and the Recreational Boating and Fishing Foundation (RBFF). Both organizations are directed by members from the Association of Fish and Wildlife Agencies (AFWA), industry representatives and nongovernmental organizations. Additionally, state R3 plans provide clarity regarding where R3 initiatives are needed and identify the resources required to support those efforts.

Our Role

The Service's role to support partners in their R3 efforts is included in two multi-agency Memorandums of Understanding signed in September 2017 (Appendix B) and May 2018. These Memorandums highlight a framework of cooperation among federal and state agencies, as well

as industry and nongovernmental partners, to plan and implement mutually-beneficial activities to support R3 efforts that promote outdoor recreational activities on publicly owned or accessible lands and waters. While these memorandums do not specifically mention tribes, we recognize the importance of broadening this effort and consider the activities outlined inclusive of tribal collaboration throughout the Midwest Region.

By supporting partner led R3 efforts, the Midwest Region will address Department and Service priorities to enhance conservation stewardship, improve management of wildlife species and their habitats, increase outdoor recreation opportunities for all Americans, expand access for recreation on Service lands and increase collaboration with states, tribes and other partners in achieving these shared goals. The Department has outlined these priorities in (S.O.) 3347, 3356, 3365 and 3366 (Appendix B).

The Service has a responsibility to increase its support of partner led R3 efforts for the future of fish and wildlife conservation. Service staff with a role in R3 efforts should have an understanding of R3, be aware of and engage in partner R3 planning, share information on Service R3 activities and available resources, collaborate with partners in the planning and delivery of activities and evaluate Service R3 efforts.

Having more Americans enjoy the outdoors benefits the Service mission and partners in meeting their R3 goals. Improved coordination with states, tribes and other stakeholders will enhance success and increase the capacity to plan and deliver local, regional and national R3 programming. Collaboration will help achieve shared objectives of increasing the number of outdoor recreation participants, as well as increasing outdoor recreation opportunities.

This plan sets a direction for the Midwest Region to support partners, as well as perform internal actions to increase the knowledge and awareness of hunting, fishing and outdoor recreation opportunities. The Midwest Region Outdoor Access Initiative team will look for new ways to expand access to hunting and fishing and to increase support for state and national R3 plans for outdoor recreation. Whether it's through expanding land access, managing fish and wildlife resources or providing special outdoor recreation activities, Service staff are engaged in R3 through our work on public lands and with our partners (Appendix E).

VISION STATEMENT

Participation in hunting, fishing and outdoor recreation is widely valued across the midwest.

Goals and Actions

The goals and actions outlined below are designed to include responsibilities that will be taken by the Outdoor Access Initiative Team (RO) and others will be taken by field stations (FO).

Goal 1: States, tribes and other conservation partners readily find and obtain Service support for R3 planning and implementation efforts.

Actions:

- Improve communication with partners and increase understanding of their R3 activities. (RO)
 - Implement regular communication and coordination with state R3 coordinators, tribal contacts, Council to Advance Hunting and the Shooting Sports (CAHSS), Recreational Boating and Fishing Foundation (RBFF) and other partners. (RO)
 - Provide partners with contact information for R3 involved Service staff. (RO)
- Support R3 programs by providing access to Service resources. (RO/FO)
 - Identify Service facilities and lands that can be utilized for partner led R3 activities. (RO/FO)
 - Provide Service staff and time to coordinate and implement partner led R3 activities. (RO/FO)
- Consider external research and evaluation activities in planning and coordination of Service R3 efforts. (RO/FO)

Goal 2: Service staff understand the agency role in R3 efforts and are aware of how to support and participate in associated activities.

Actions:

- Increase Service employee knowledge and awareness of R3. (RO/FO)
 - Provide information about R3, including the Outdoor Recreation Adoption Model (ORAM), and national, regional, state, tribal and non-governmental organizations R3 efforts. (RO)
 - Identify R3 training needs and opportunities for Service employees. (RO)
 - Participate in state, tribal, regional and national R3 meetings and workshops. (RO/FO)
 - Provide experiential learning opportunities for Service staff to increase knowledge of and participation in outdoor recreation activities. (RO/FO)

- Improve Service employees' understanding of tribal culture relevant to natural resources and R3. (RO)
- Improve communication and coordination with partners. (RO/FO)
- Provide Service staff with partner contact information. (RO)
- Inventory current Midwest Region R3 efforts and assess how partner involvement could enhance these efforts. (RO)

Goal 3: Participants in hunting, fishing and outdoor recreation easily locate and access opportunities via Service media, facilities and lands.

Actions:

- Implement Regional Hunt and Fish Chief recommendations for access and regulation alignment on Service lands. (FO)
- Communicate about hunting, angling and outdoor recreational opportunities on Service websites and media (Appendix D). (RO/FO)
 - Determine primary audiences for communication and outreach. (RO)
 - Collaborate with partners on communicating R3 efforts. (RO/FO)
- When possible, plan for recreational value, ease of access and proximity to population centers in conservation efforts (e.g. land acquisition, habitat restoration). (RO/FO)
- Identify and document barriers to outdoor recreation on Service lands in the Midwest Region. (RO/FO)

Over the next year, the Midwest Region Outdoor Access Initiative team will connect with Service programs to initiate these actions, therefore increasing public awareness and access to Service lands, solidifying state, tribal and non-government organization partnerships and utilizing capacity of Service employees to engage in R3 activities.

APPENDICES

APPENDIX A: Midwest Region Outdoor Access Initiative

Recognizing the importance of hunting, fishing and wildlife-dependent recreation and in response to Secretarial Order 3356, the Midwest Region launched the Midwest Region Outdoor Access Initiative in December 2017. This initiative strives to increase public awareness and access to U.S. Fish and Wildlife Service lands; solidify state tribal and NGO partnerships; and utilize Service capacity to engage in R3 activities. Three teams make up the initiative:

Advisory Team:

The advisory team is comprised of regional leadership who ensure national effort integration, set priorities, secure resources, eliminate barriers and are accountable for deliverables.

- Charlie Blair (Co-chair), National Wildlife Refuge System
- Jim Hodgson (Co-chair), Wildlife and Sport Fish Restoration
- Craig Czarnecki, Science Applications
- Tom Cooper, Migratory Birds
- Chuck Traxler, External Affairs

Hunt, Fish and Outdoor Recreation Team:

The hunting, fishing and outdoor recreation team is charged with review of regional and station-level policies that unnecessarily complicate or impede public access or do not support R3 efforts.

- Charlie Blair (Team Sponsor), National Wildlife Refuge System
- Deb Beck (Team Lead), National Wildlife Refuge System
- AnnMarie Krmpotich, Science Applications
- Tina Shaw, External Affairs
- Maggie O'Connell, National Wildlife Refuge System
- Rob McGinn, Budget and Administration

Recruitment, Retention and Reactivation "R3" Team:

The R3 Team will develop and implement plans to support state R3 plans and other outdoor recreation plans.

- Jim Hodgson (Team sponsor), Wildlife and Sport Fish Restoration
- Kyle Daly (Team Lead), Wildlife and Sport Fish Restoration
- Melissa A. Clark, External Affairs
- AnnMarie Krmpotich, Science Applications
- Cathy Nigg, National Wildlife Refuge System
- Dan Lovdahl, Budget and Administration
- Anna Sidie-Slettedahl, Migratory Birds
- Tim Smigielski, Fisheries and Aquatic Conservation
- Fabian Romero, Wildlife and Sport Fish Restoration

APPENDIX B: Bibliography

Secretarial Orders and Memorandums of Understanding

Department of Interior Secretarial Order No. 3347: Conservation Stewardship and Outdoor Recreation. March 2017.¹

Department of Interior Secretarial Order No. 3356: Hunting, Fishing, Recreational Shooting, and Wildlife Conservation Opportunities and Coordination with States, Tribes, and Territories. September 2017.²

Department of Interior Secretarial Order No. 3365: Establishment of a Senior National Advisor for Recreation. April 2018.³

Department of Interior Secretarial Order No. 3366: Increasing Recreational Opportunities on Lands and Waters Managed by the U.S. Department of the Interior. April 2018.⁴

Signed Memorandum of Understanding. 2017.⁵

Plans, Strategies and Tools

U.S. Fish and Wildlife Service, Wildlife and Sport Fish Restoration Program. National Survey of Fishing, Hunting, and Wildlife-Associated Recreation. 2016.⁶

U.S. Fish and Wildlife Service. Strategy to Increase Quality Hunting and Fishing Opportunities on National Wildlife Refuges. 2014.⁷

Council to Advance Hunting and the Shooting Sports. National Hunting and Shooting Sports Action Plan. 2016.⁸

Recreational Boating and Fishing Foundation. Recommendations and Strategic Tools for Effective Angler R3 Efforts. November 2016.⁹

Council to Advance Hunting and the Shooting Sports. The Outdoor Recreation Adoption Model. 2017.¹⁰

¹ https://www.doi.gov/sites/doi.gov/files/uploads/revised_so_3447.pdf

² https://www.doi.gov/sites/doi.gov/files/uploads/signed_so_3356.pdf

³ https://www.doi.gov/sites/doi.gov/files/uploads/signed_so_3365.pdf

⁴ https://www.doi.gov/sites/doi.gov/files/uploads/signed_so_3366.pdf

⁵ <https://www.takemefishing.org/getmedia/550a0db6-d496-41f8-adb5-3f073a376ffd/60-in-60-MOU-Final-Signed.pdf>

⁶ https://wsfrprograms.fws.gov/subpages/nationalsurvey/nat_survey2016.pdf

⁷

<https://www.fws.gov/refuges/vision/pdfs/StrategyToIncreaseQualityHuntingandFishingonNationalWildlifeRefuges.pdf>

⁸ <http://www.cahss.org/national-hunting-shooting-sports-action-plan/>

⁹ https://www.takemefishing.org/getmedia/4d891d05-348f-40b0-962f-3df34b5cc0a7/AREA-RBFF-Angler-R3-Recommendations_November-2016

¹⁰ <http://www.cahss.org/oram/>

APPENDIX C: Midwest state R3 coordinators contact list

Organization	Name	Position	Email	Phone
Illinois DNR, Champaign, IL	Jared Duquette	Wildlife and Hunter Heritage Program Manager	Jared.Duquette@Illinois.gov	989-798-6619
Indiana DNR, Indianapolis, IN	Jack Basiger	Hoosier Outdoor Heritage Coordinator	jbasiger@dnr.in.gov	317-233-9382
Iowa DNR, Des Moines, IA	Megan Wisecup	Hunter Education Administrator	megan.wisecup@dnr.iowa.gov	515-281-8652
Michigan DNR, Lansing, MI	Dennis Fox	R3 Section Supervisor	FOX3@michigan.gov	517-284-6042
Michigan DNR, Lansing, MI	Steve Sharp	R3 Coordinator, MDNR and NWTF	ssharp@nwtf.net	517-930-0947
Minnesota DNR, St. Paul, MN	Jeff Lederman	Angler Recruitment, Retention, and Education Supervisor	jeff.lederman@state.mn.us	651-259-5247
Minnesota DNR, St. Paul, MN	James Burnham	Hunting and Angling R3 Coordinator	james.burnham@state.mn.us	651-297-4961
Missouri DC, Jefferson City, MO	Kyle Larimore	Outreach and Education Chief	kyle.larimore@mdc.mo.gov	576-522-4115 x3364
Ohio DNR, Columbus, OH	Johanna Dart	R3 Coordinator, ODNR and NWTF	jdart@nwtf.net	
Wisconsin DNR, Madison, WI	Keith Warnke	Hunting and Shooting Sports Coordinator	keith.warnke@wi.gov	608-576-5243

APPENDIX D: Midwest Region Native American Liaisons

State	Name	Position	Email	Phone
Minnesota and Iowa	Walt Ford	Refuge Manager	Walt_ford@fws.gov	218-768-2402
Wisconsin	Ted Koehler	Fish and Wildlife Biologist	Ted_koelher@fws.gov	715-682-5185
Michigan	Christie Deloria-Sheffeld	Fish and Wildlife Biologist	Christie_deloria@fws.gov	906-226-1240
Regional Office Representative	Charles Traxler	Assistant Regional Director – External Affairs	Charles_traxler@fws.gov	612-713-5313

APPENDIX E: Service R3 examples

- Mentoring hunting traditions in the midwest October 2017
- Fishing for fun in Wisconsin October 2018
- Celebrating wildlife-base recreation at Minnesota's Game Fair September 2018
- Combining technology and the outdoors: New smartphone app launches in Twin Cities August 2018
- World Migratory Bird Day family event a success August 2018
- Increasing access to fishing and boating in Wisconsin July 2018
- Knowing your community, know your birds: Birding Chicago's forest preserves July 2018
- Tools of the trade: Kids get hands-on experience learning to solve wildlife crime June 2018
- Family fishing workshops at Muscatatuck National Wildlife Refuge May 2018
- Restoring habitat and providing environmental education January 2018
- Service improves hunting and fishing opportunities in Wisconsin January 2018
- Students enjoy first mentored pheasant hunt at Neal Smith National Wildlife Refuge January 2018
- How to enjoy ice fishing (if you hate fishing and the cold) January 2018
- Ice fishing: Thanks for the family memories January 2018
- Service supports Iowa plan to recruit, retain, and reactivate outdoor recreationists December 2017
- Growing hunting and fishing access in the midwest December 2017
- Lost Mound youth deer hunt is a success November 2017
- Valuing the hunting tradition across the midwest November 2017
- Hunting access for all across the region November 2017
- Seeds for habitat, habitat for hunters November 2017
- Lands, hiking trail added to Missouri's Sodalis Nature Preserve November 2017
- Partnering with local communities to provide habitat and outreach November 2017

APPENDIX F: Opportunities to support partner R3 efforts

Below you will find a copy of the content included in Attachment A from U.S. Fish and Wildlife Service Deputy Director Jim Kurth's "Guidance on Recruitment, Retention, and Reactivation *R3) Activities" memo to Directorate and Regional Directors signed August 27, 2018. This memo was written to address how the Service could support state-led R3 efforts. The majority of these resources and activities are also appropriate to provide support to conservation partners, such as tribes and nonprofit organizations.

Attachment A: Examples of R3 Resources or Activities by Program

Examples of potential Service opportunities to support State R3 efforts. This is not a comprehensive list of all R3-related Service activities. Some programs may be limited in what resources they can provide due to priorities, or legislative authority.

External Affairs

- Share R3 success stories.
- Highlight areas of collaboration with states and partners in R3 activities.

Fisheries and Aquatic Conservation

- Support the development of First Catch Centers on Service lands.
- Identify hatchery lands and waters suitable for increased access for outdoor activities including angler and hunter education, youth and veteran angler and hunting events and other state or partner led programs.
- Align regulations with states, as appropriate, to make hunting and fishing more accessible on Hatchery lands.
- Collaborate to amplify the marketing and Service use of outreach tools developed by the Recreational Boating and Fishing Foundation to achieve R3 goals.
- Collaborate with MOU signatories, as appropriate, to support R3 initiatives.
- Develop communication materials, with partners, to identify outdoor recreation opportunities on Service lands.

Migratory Birds

- Determine areas of alignment in the North American Waterfowl Management Plan (NAWMP.)

Refuges

- Provide access for activities on Service lands and waters that support R3 efforts, including hunter education, youth and veteran hunting events and other state or partner led programs.
- Align regulations with states, as appropriate, to make hunting and fishing more accessible.
- Support partners in creating communications materials that increase awareness of outdoor recreation opportunities on Refuges.
- Provide stepping stones of engagement for new recreation users on Refuges in highly populated areas.
- Leverage human dimensions theory and practical applications in order to provide expertise and resources that inform, enhance, and maximize the effectiveness of R3 strategies.
- Leverage expert input on strategies to utilize results from surveys of waterfowl hunters, bird watchers and the public by providing suggestions on revisions to the NAWMP and implement a science-based approach to achieve the third NAWMP goal of growing numbers of waterfowl hunters and bird watchers who enjoy and actively support waterfowl and wetlands conservation.

Wildlife and Sport Fish Restoration

- Provide funding for R3 projects through the Wildlife and Sport Fish Restoration grant programs.
- Work with state fish and wildlife agencies and partners to ensure the understanding of the eligibility of R3 projects under the Wildlife and Sport Fish Restoration grant programs.
- Develop Best Management Practices for approving R3 grants that are consistent with the Outdoor Recreation Adoption Model.
- Track R3 project performance.
- Provide angler, hunter, and wildlife watcher participation and economic data through the National Survey of Fishing, Hunting, and Wildlife-Associated Recreation.